Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer architecture for providing a bridge between tangible media and computer media, said computer architecture comprising:

a bridge server computer system including a database and a server control program;

a <u>portable</u> client device, ~~system~~ including a bridge control program and an input device, <u>said portable client device</u> adapted to receive <u>and store</u> [[a]] bridge ~~code~~ <u>codes</u> associated with [[a]] tangible media ~~object~~ <u>objects entered via the input device</u>; <u>and</u>

a communications channel coupling said bridge server computer system and said <u>client device to download the previously stored bridge codes from the client device to the bridge server computer system</u> ~~client computer system~~;

whereby said <u>server control program</u> ~~bridge control program~~ is operative

~~to send a bridge code entered through said input device from said client computer system to said bridge server and~~

~~said server control program is operative~~

to query said database based on <u>a received</u> ~~the~~ bridge code,

<u>to display a link to computer media on a client computer system that is different from said portable client device, wherein the link corresponds to a bridge code and,</u>

<u>upon activation of said link, to</u> execute action commands contained in said database in correspondence to the bridge code <u>associated with the link</u>.

2. (Cancelled).

3. (Currently Amended) A computer architecture as recited in claim 2, wherein the links are <u>displayed</u> ~~stored~~ on a Web page.

4.   (Currently Amended) A computer architecture as recited in claim 1 [[2]], wherein said <u>portable</u> client <u>device</u> ~~computer system comprises~~ <u>communicates with</u> [[a]] <u>the</u> client computer <u>system via</u> ~~, a portable client device, and~~ a local communications channel selectively coupling said client computer <u>system</u> to said portable client device, said input device being disposed in said portable client device and the bridge code being uploaded from said portable client device to said client computer ~~over said local communications channel~~.

5.   (Currently Amended) A computer architecture as recited in claim 1 [[2]], wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

6.   (Currently Amended) A computer architecture as recited in claim 1 [[2]], wherein said portable client device is a wireless phone[[;]]<u>.</u>

7.   (Currently Amended) A computer architecture as recited in claim [[6]] <u>4</u>, wherein said local communications channel is an infrared communications channel;

8.   (Currently Amended) A computer architecture as recited in claim [[6]] <u>4</u>, wherein said local communications channel is a radio frequency communications channel.

9.   (Original) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

10.   (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media copy of an article in the tangible media object.

11.   (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media coupon related to products described in the tangible media object.

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12.   (Original)   A computer architecture as recited in claim 9, wherein said data comprises a computer media copy of information related to an article in the tangible media object.

13.   (Cancelled)

14.   (Amended)   A computer architecture as recited in claim 1 [[13]], wherein the link is displayed on in the form of a Web page.

15.   (Original)   A computer architecture as recited in claim 14, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

16.   (Currently Amended)   A computer architecture as recited in claim [[2]] 1, wherein said input device is a bar code reader adapted to read the bridge code in the form of bar codes.

17.   (Currently Amended)   A computer architecture as recited in claim [[2]] 1, wherein said communications channel is a computer network.

18.   (Original)   A computer architecture as recited in claim 17, wherein said computer network is the Internet.

19.   (Currently Amended)   A computer architecture as recited in claim [[2]] 4, wherein said client computer system comprises a wireless communication device[[;]].

20.   (Currently Amended) A computer architecture as recited in claim 19, wherein said communications channel is a wireless communications network[[;]].

21.   (Currently Amended) A computer architecture as recited in claim 19, wherein said communications channel is a computer network[[;]].

22.   (Currently Amended) A computer architecture as recited in claim 21, wherein said computer network is the Internet[[;]].

23.   (Currently Amended) A computer architecture as recited in claim 19, wherein said wireless communication device is a cellular phone[[;]].

24.   (Currently Amended) A computer architecture as recited in claim 19, wherein said wireless communication device is a wireless digital phone[[;]].

25.   (Currently Amended) A computer architecture as recited in claim 19, wherein said wireless communication device is a personal digital assistant having wireless communications capabilities[[;]].

26.   (Currently Amended) A computer architecture as recited in claim 19, wherein said wireless communication device is a vehicle on-board computer[[;]].

27.   (Currently Amended) A computer architecture as recited in claim 26, wherein said on-board computer comprises a navigational system[[;]].

28.   (Currently Amended) A computer architecture as recited in claim 23, wherein said input device is a keypad[[;]].

29.   (Currently Amended) A computer architecture as recited in claim 24, wherein said input device is a keypad[[;]].

30.   (Currently Amended) A computer architecture as recited in claim 23, wherein said input device is an audio receiver[[;]].

31.   (Currently Amended) A computer architecture as recited in claim 34, wherein

said input device is an audio receiver[[;]].

32.   (Currently Amended) A computer architecture as recited in claim 19, wherein said tangible media comprises a transmitter device configured to transmit said bridge codes from said tangible media to said client computer system[[;]].

33.   (Currently Amended) A computer architecture as recited in claim 32, wherein said transmitter device is a radio frequency transmitter[[;]].

34.   (Currently Amended) A computer architecture as recited in claim 32, wherein said transmitter device is an infrared transmitter[[;]].

35.   (Currently Amended) A computer architecture as recited in claim 33, wherein said input device is a radio frequency receiver[[;]].

36.   (Currently Amended) A computer architecture as recited in claim 34, wherein said input device is an infrared receiver[[;]].

37.   (Currently Amended) A computer architecture as recited in claim 32, wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel[[;]].

38.   (Original) A computer architecture as recited in claim 32, wherein the action commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

39.   (Currently Amended) A computer architecture as recited in claim 38, wherein said data comprises a computer media copy of an article in the tangible media object[[;]].

40.   (Original) A computer architecture as recited in claim 38, wherein said data comprises a computer media coupon related to products described in the tangible media object.

41.   (Currently Amended) A computer architecture as recited in claim 38, wherein said data comprises a computer media copy of information related to an article in the tangible media[[;]]_.

42.   (Currently Amended) A computer architecture as recited in claim 38, wherein said data comprises geographic maps[[;]]_.

43.   (Currently Amended) A computer architecture as recited in claim 38, wherein said data comprises navigational information[[;]]_.

44.   (Currently Amended) A computer architecture as recited in claim 38, wherein said data comprises audio files to be communicated by said vehicle on-board computer[[;]]_.

45.   (Currently Amended) A method for bridging tangible media and computer media, said method comprising the steps of:
        creating a database of bridge codes and action commands corresponding to the bridge codes;
        inputting a plurality of bridge codes ~~code~~ associated with [[a]] tangible media objects ~~object~~ into a ~~client computer system~~ a portable client device and storing the bridge codes therein;
        after the plurality of bridge codes have been stored, communicating the plurality of bridge codes ~~code from the client computer system~~ to a bridge server;
        querying the database based on the bridge code; ~~and~~
        displaying plural links to the computer media, corresponding to the plural bridge codes, on a client computer which is different from the portable client device; and
        upon activation of a link, executing an action ~~commands~~ command stored in the database in correspondence to the bridge code associated with the link.

46.   (Currently Amended)   A method as recited in claim 45, wherein the ~~client computer system comprises a client computer, a portable client device, and a local communications channel selectively coupling the client computer to the portable client device, said~~ inputting step <u>comprises</u> ~~comprising inputting the bridge code into the portable client device and~~ uploading the bridge code from the portable client device to ~~the~~ <u>a</u> client computer over ~~the~~ <u>a</u> local communications channel.

47.   (Currently Amended)   A method as recited in claim 45, wherein said executing step comprises executing action commands comprising instructions for displaying a Web page stored on one of the bridge server computer system or a separate content <u>server</u>.

48.   (Original)   A method as recited in claim 45, wherein said executing step comprises executing action commands comprising instructions for downloading data to the client computer system from one of the bridge server computer system or another server.

49.   (Currently Amended) A method as recited in claim 48, wherein hyper links to the data are stored on the bridge server ~~computer system~~.

50.   (Original)   A method as recited in claim 48, wherein the data comprises a computer media copy of an article in the tangible media object.

51.   (Original)   A method as recited in claim 48, wherein the data comprises a computer media coupon related to products described in the tangible media object.

52.   (Original)   A method as recited in claim 48, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

53.   (Original)   A method as recited in claim 48, wherein the data comprises geographic maps.

54.   (Original)   A method as recited in claim 48, wherein the data comprises

navigational information.

55.   (Original) A method as recited in claim 48, wherein the data comprises audio files to be communicated by said vehicle on-board computer.

56.   (Cancelled)

57.   (Currently Amended) A method as recited in claim 45 ~~56~~, wherein the link is displayed on ~~in the form of~~ a Web page.

58.   (Original) A method as recited in claim 57, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

59.   (Original) A method as recited in claim 45, wherein said inputting step comprises reading the bridge code in the form of a bar code.

60.   (Original) A method as recited in claim 45, wherein said communicating step comprises communicating over a computer network.

61.   (Original) A method as recited in claim 45, wherein said inputting step comprises speaking the bridge code into a wireless communication device.

62.   (Original) A method as recited in claim 45, wherein said inputting step comprises typing the bridge code into a keypad.

63.   (Original) A method as recited in claim 45, wherein said inputting step comprises typing the bridge code into a keyboard.

64.   (Original) A method as recited in claim 45, wherein said inputting step comprises reading the bridge code in the form of an infrared signal.

65.   (Original)   A method as recited in claim 45, wherein said inputting step comprises reading the bridge code in the form of a radio frequency signal.

66.   (Original)   A method as recited in claim 45, wherein said communicating step comprises communicating over a wireless network.

67.   (Original)   A method as recited in claim 60, wherein the computer network is the Internet.